

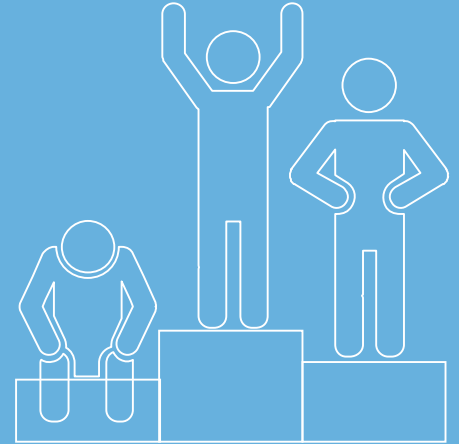


Retailing management promotion in generalized retail era

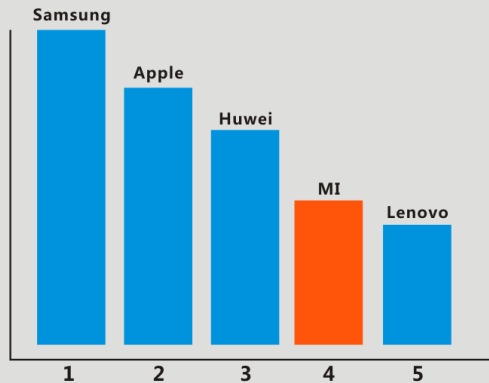


Ranked fourth in the world in 2015
Sell 2 million phones in an hour in 2015
Ranked fifth in China in 2016

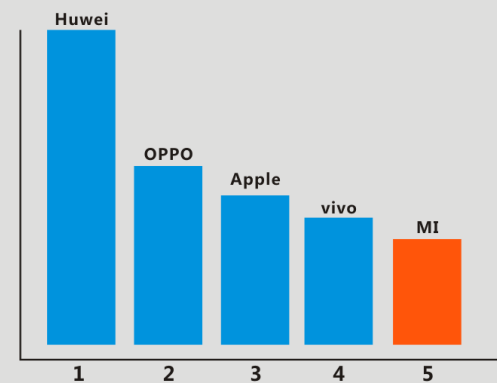
What happened



2015年全球市场手机销售数据



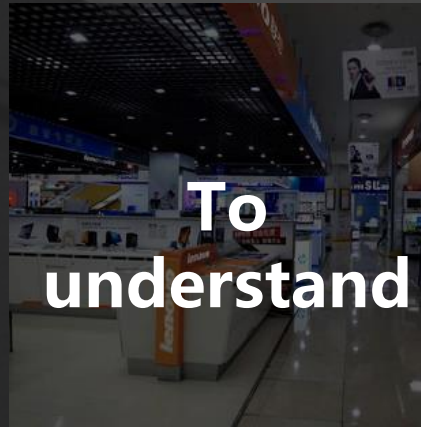
2016上半年中国市场手机销售数据



Let's divide Consumer
behavior into
three phases

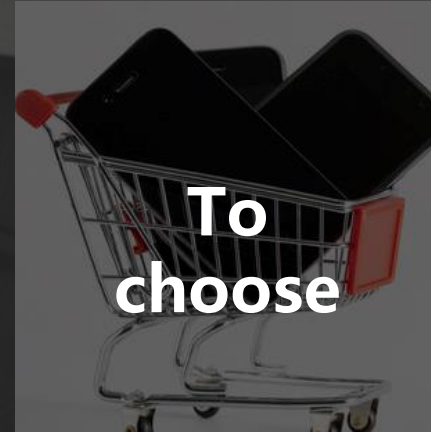


**Mi phone
miss offline
channels**



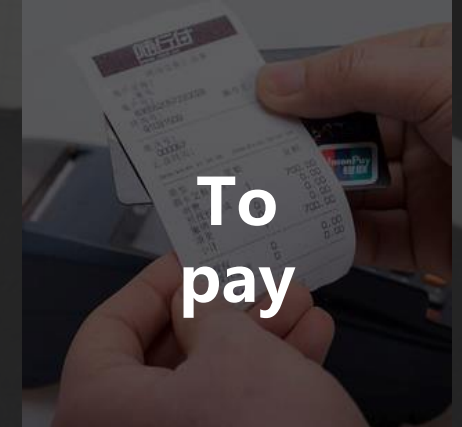
**To
understand**

**Traditional media
internet
Social media
Word of mouth**



**To
choose**

**Impression
Convenience
Experience
Quality
Price**



**To
pay**

**Need
Impulse
Be persuaded**

Improve retail store management by **Six steps**

1

Pre-research

2

Store overall performance
quantitative research

3

Qualitative research in viewing
of the common phenomenon.

4

Research conclusion & suggestion.

5

In-store training

6

Creating store management system



Step 1: Pre-research, to define execution standard..

1.1 To discover problems

by quantitative research & Qualitative research



Step 1: Pre-research, to define execution standard..

1.2 To define six dimensions for retail management,
Each dimension will be given well-defined execution standards.
The performance of stores are connecting with staff performance.





Step6 : Creating store management system





THANK YOU!
感谢聆听